

Message Text

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PAGE 01 TOKYO 03232 120722Z

17

ACTION EA-07

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P R 120621Z MAR 74

FM AMEMBASSY TOKYO

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 524

UNCLAS TOKYO 3232

FOR OIM/EISELT

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: NOVEMBER SHIPBUILDING, MARINE AND OCEANOGRAPHIC EQUIPMENT
EXHIBITION

REF: (1) MILLER/STRONG LETTER, JANUARY 2, 1974

(2) TOKYO A-913

(3) TOKYO A-985

(4) USDOC 1753

(5) USDOC 3271

REF (4) MENTIONS ONLY SHIPBUILDING AND OCEANOGRAPHIC THEMES,
OMITTING MARINE EQUIPMENT WHICH MARKET RESEARCH STATES ACCOUNTS
FOR OVER 95 PERCENT OF IMPORT AND DOMESTIC CONSUMPTION VALUE OF
PRODUCT CATEGORIES EXAMINED. TC EXAMINATION OF 21 PRODUCT
CATEGORIES ACCORDED HIGHEST SALES POTENTIAL IN MARKET RESEARCH
REVEALS THAT MANY ARE ACTUALLY MARINE EQUIPMENT. MARINE/
OCEANOGRAPHIC CATEGORIES TOGETHER ACCOUNT FOR VAST MAJORITY
HIGHEST SALES POTENTIAL PRODUCT GROUPS WITH SHIPBUILDING CATEGORY
DISTANT THIRD.

PMM/ANDERSON LETTER OF FEBRUARY 26 (FORWARDED TO OIM MARCH 8)
EMPHASIZES THIS POINT AS WELL AS FACT PRIMARY END-USER FOR EACH OF
THREE CATEGORIES IS DIFFERENT. THIS IS OF CRUCIAL IMPORTANCE FOR
PROMOTION CAMPAIGN. TC BELIEVES END-USERS FOR MARINE/OCEANO-
GRAPHIC CATEGORIES ARE COMPLEMENTARY WHEREAS END-USER FOR SHIP-
BUILDING EQUIPMENT I.E. SHIPYARDS IS NOT. TC PROPOSES NOVEMBER
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PAGE 02 TOKYO 03232 120722Z

SHOW FEATURE MARINE/OCEANOGRAPHIC EQUIPMENT ONLY FOR FOLLOWING

REASONS:

- (1) ENTIRE THEME ENCOMPASSING THREE CATEGORIES IS TOO BROAD FOR EFFECTIVE PROMOTION.
- (2) MARINE EQUIPMENT SHOULD BE FEATURED BECAUSE IT ACCOUNTS FOR 94 PERCENT OF TOTAL IMPORT VALUE OF ALL THREE CATEGORIES.
- (3) OCEANOGRAPHIC EQUIPMENT SHOULD BE FEATURED SINCE IT IS EXPECTED THE INTERNATIONAL OCEAN EXPOSITION IN OKINAWA IN 1975 AND ENERGY PROBLEMS EXPECTED TO SPUR OFF-SHORE OIL EXPLORATION AND DEVELOPMENT WILL RESULT IN INCREASED INTEREST AND DEMAND FOR THIS EQUIPMENT.

REF (2) RECOMMENDS SUBJECT EXHIBITION WITH PROVISIO THAT A POLLING OF U.S. INDUSTRY INDICATES SUFFICIENT INTREST. TC AGAIN EXMPHASIZES THIS POINT. IF RESULTS FAVORABLE RECOMMEND OIM PROCEED WITH EXHIBITION ALONG LINES OUTLINED ABOVE.
SHOESMITH

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